Product Research Cheat Sheet

Once you have a product idea, use this cheat sheet to see if it's a good one to submit for feedback

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❑ **Put ideas into magnet to pull in keywords**

❑ **Sort the search volume from high to low**

❑ **Use Heidi's Magnet method to quickly choose products to move forward with**
- Watch the video here
- You're comparing Magnet IQ to search volume. If Magnet IQ is greater than or equal to, go to the next step

❑ **Open the graph by the search volume and look at the "all time" history**
- Is it trending up, trending down, or staying pretty steady?
- Are there peaks well above 25k? This will require a lot of inventory and more capital.
- Are there valleys below 4k? Assume you'll get no sales when it goes that low.
- If the search volume looks good, move to the next step. If not, choose a different keyword.

❑ **Open the keyword in Amazon and see if it's the TSCRK**
- Learn how to find the TSCRK here
- Open up X-Ray Keywords to see the top keywords and determine if it's the TSCRK
- Open up X-Ray Amazon Product Research. If sales > search volume, probably not TSCRK
- If you're not on the TSCRK, start over using the data with the correct TSCRK

❑ **When you're on the TSCRK, open up X-Ray Amazon Product Research**

1. Use the filters to remove sponsored listings. How many are left?
2. Verify the price
   A. Use the filters to search for a minimum price of $15
      - Is over half the page selling for $15 or more?
        - Yes: great!
        - No: Yellow flag – even if the profitability is 35%+ you may not make money
3. Evaluate the competition
   A. Use the filters to search for a minimum 1,000 reviews. How many are left?
      - 0-9: Great! This means low competition
      - 10-15: Yellow flag – stiff competition so new sellers must do very well
      - 16+: Red flag – competition is too high. Choose a different keyword.
   B. Use the filters to search for a minimum 1,000 sales. How many are left?
      - Do fewer than 10 sellers have 1,000+ sales?
        - Yes: great!
        - No: yellow flag – stiff competition so new sellers must do very well
4. Evaluate new seller success
   A. Use the filters to search for a maximum 100 reviews. These are considered new sellers. How many are left?
      - Are there 5+ new sellers?
        - Yes: good!
        - No: red flag – doesn't give us data that new sellers are successful. Choose a different keyword.
      - Is ⅓-¼ of the page new sellers?
        - Yes: great!
        - No, there's fewer than ⅓-¼: Yellow flag - could mean new sellers don't do well
        - No, there's fewer than ⅓-¼: Great if they're selling 150+ a month
   B. Use the filters to search for a minimum 150 sales. This is the minimum we like to see during launch. How many are left?

- Are 5+ new sellers selling 150 or more units/mo?
  - Yes: great!
  - No: red flag - shows that new sellers aren't making money. Choose a different keyword.
- How much of the page is selling 150 or more units/mo at a price of $15 or more?
  - If you sell under $15, you basically won't make money. Does the evidence show that you can sell at $15+?

❑ **If the answers above look pretty good and you want to move forward, check profitability**

- Open up 3 products similar to yours that are above $15 and have 300+ sales a month
- Open up the profitability calculator. Is the profit 35% or more?
- If not, look at more products and/or adjust the price to see what is required to reach 35% profit margin.

❑ **If you see that other sellers are profitable, submit your TSCRK to your coach.**